



ADVANTAGE CLEVELAND: TENNIS & EDUCATION



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OUR IMPACT IN 2024

Advantage Cleveland Tennis and Education (AdvantageCLE), is a sports-based youth development organization with a goal to level the playing field and make tennis an accessible sport for all children, while also providing well-rounded educational programming for students in underserved neighborhoods.

We accomplish this by providing Cleveland's youth with tennis, wellness, fitness, literacy, STEM, and creative expression programs to promote hope, healthy living, and productive futures. As a part of the United States Tennis Foundation's National Junior Tennis and Learning (NJTL) program, we aim for students to reach their potential on and off the courts.

In 2024, we had our most successful year yet. We saw a large increase in the number of students we served, hired another full-time staff member, moved into our own office and expanded our program offerings across the board.



1

Tennis Director hired to help expand our tennis opportunities



520

Students introduced to tennis in our new PE Teacher Program



480

Hours of tennis programming



170

Students reached through our camp



980

Total students served in our programs, an increase of 340 students from last year



1070

Hours of educational programming





OUR PROGRAMS

Since our launch in 2010, we have expanded from a summer camp to year-round tennis and educational programming.



Summer Camp

AdvantageCLE offers a free camp each summer in Cleveland's Hough neighborhood. The camp focuses on tennis, fitness, wellness, literacy, STEM, and creative expression. Our staff is comprised of high school and college students who act as mentors, many of whom are former campers themselves.



ACE After-School Program

ACE stands for Athletics, Creativity and Enrichment- all themes for our after-school program. Students in ACE receive tennis, literacy, wellness, and robotics instruction with teachers and local college tutors.



Middle School Club Tennis Team

Through this program, five different middle schools train together every week to learn tennis from the Cleveland State University Men and Women's D-1 Tennis Team. This program provides students with instruction in tennis, while building team-building, confidence and community.



Weekend Tennis Clinics

AdvantageCLE is proud to offer weekend tennis clinics at Cleveland State University in seasonal 8-12 week sessions. These clinics provide tennis instruction to the children across Cleveland looking to further strengthen their skills and passion for the game in free group lessons.



PE Teacher Support Program

AdvantageCLE is thrilled to partner with Cleveland Schools to train Physical Education teachers and offer free equipment through USTA Midwest. Our tennis coaches have since visited various CMSD schools during their PE classes and we have been able to reach 560 students in 2024 alone.



GRIT Program

GRIT, or Girls Rising in Tennis, is a new initiative dedicated to empowering young girls through the sport of tennis. This program is designed to enhance the way girls learn and play tennis while building resilience, ambition, and confidence in our girls through workshops, speakers, and activities.

OUR COMPONENTS



To help counter some of the challenges our children face, AdvantageCLE provides holistic programming, taking a comprehensive approach to meet their needs. As a sports-based youth development organization, our approach includes the following components:



Literacy

Complements students' out-of-school-time learning with evidence-based literacy curriculum, one-on-one tutoring, and reading intervention to improve comprehension, writing, and vocabulary grade-level target goals.



STEM

We provide various hands-on STEM activities to get students excited about science, technology, engineering, and math. Our STEM curriculum has included robotics, manufacturing and engineering, coding, farming, and math skill-building.



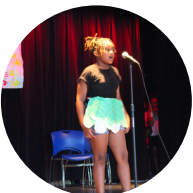
Tennis

Tennis offers individual development and team-building skills as well as strengthening a student's self-confidence and knowledge for the game. Additionally, tennis promotes character development (resiliency, integrity, sportsmanship) for all students. We also provide a developmental pathway towards competitive play in partnership with Cleveland State University.



Social & Emotional Wellness

We provide education and support in nutrition, hygiene, and life skills to encourage positive social-emotional responses to environmental stress and anger. We focus on goal-setting and growth mindset to help students navigate and regulate their emotions.



Creative Expression

We offer many outlets for our students through creative expression. These include writing and performing original poetry, producing skits and dance numbers to perform in talent shows, creating art, and developing public speaking skills.



Fitness

We encourage healthy exercise and lifestyles through our fitness programming. Fitness is also used to help students develop speed, agility and strength.

OUR 2025 VISION



1. Help our middle school teams begin to compete in matches

We are committed to helping our middle school tennis teams grow and begin competing against suburban schools. By providing structured training and match preparation, we aim to enhance our students' skills and increase their confidence on the court. Our goal is to establish a competitive presence in local leagues, ensuring that our players gain valuable experience and exposure to a higher level of competition.

2. Support our individual players play in tournaments

To help our players take their skills to the next level, we hope to offer support for individual players to participate in introductory tennis tournaments. These events will allow them to gain Universal Tennis Ratings (UTR), an important benchmark in the tennis world. By providing access to these tournaments, we empower our players to track their progress, develop their competitive edge, and potentially open doors to future opportunities.

3. Expand our STEM program for more middle school students

We are excited to expand our STEM offerings, particularly focusing on robotics and technology-based learning, to include more middle school students. By growing our robotics teams and providing hands-on STEM experiences, we aim to spark curiosity and build problem-solving skills. This initiative will help students connect their academic pursuits to real world applications, fostering a deeper understanding and interest in STEM fields.

4. Strengthen our ties with high school coaches

To ensure the long-term success of our students, we are working to strengthen our relationships with local teachers and tennis coaches. By collaborating closely with educators and coaches, we can provide more tailored academic and athletic support to our students. This partnership will help ensure that our players are well-prepared for high school, both in tennis and in the classroom, as they transition to the next stage of their education.

5. Continue building up our GRIT program

Our Girls Rising in Tennis program is a vital initiative aimed at empowering young women through tennis. We are dedicated to expanding this program to provide more opportunities for girls to develop their tennis skills while building confidence and leadership. By partnering with local non-profit Queen IAM and female volunteer coaches, we can offer leadership training, mentorship, and competitive opportunities, while we seek to create a supportive environment where girls can excel both on and off the court, inspiring the next generation of female athletes.



CAN WE COUNT ON YOU?

Join us in transforming the lives of Cleveland's youth through the power of tennis and education. Your donation will directly support our programs, ensuring every child, regardless of background, has the opportunity to play and learn tennis, as well as attain academic support. Help us serve up opportunities and build brighter futures for our youth. Donate today and make an impact on and off the court right here in Cleveland!

WAYS TO SUPPORT

- **Make a Donation-** your generous gift will go a long way!
- **Spread our mission** with your network on social media.
- **Visit** one of our programs & see us in action!
- Participate in our **Annual Pro-Am** or host a fundraising event.
- **Purchase tickets** to the **Cleveland Open** or **Tennis in the Land**
- **Donate in-kind goods** like tennis rackets, balls, gear.
- **Volunteer** time to our tennis and academic programs.
- **Partner** with us for a workshop, presentation or program.

SCAN TO DONATE

